



World Community Grid













Engaging the members



What is World Community Grid?

- A public volunteer computing grid supported by IBM
- A free computing resource for research that is pursuing a humanitarian goal
- A long term home for volunteers who can participate in multiple research projects


What research is being run on World Community Grid

- 
[Help Fight Childhood Cancer](#)
 Chiba Cancer Center
- 
[The Clean Energy Project](#)
 Department of Chemistry and Chemical Biology,
- 
[Help Cure Muscular Dystrophy](#)
 Université Pierre et Marie Curie, AFM (French)
- 
[Influenza Antiviral Drug Search](#)
 University of Texas Medical Branch, Galveston
- 
[Discovering Dengue Drugs - Together](#)
 University of Texas Medical Branch, Galveston
- 
[Nutritious Rice for the World](#)
 University of Washington
- 
[Help Conquer Cancer](#)
 Ontario Cancer Institute
- 
[Human Proteome Folding](#)
 New York University
- 
[FightAIDS@Home](#)
 The Scripps Research Institute
- 
[AfricanClimate@Home](#)
 University of Cape Town
- 
[Genome Comparison](#)
 Laboratório de Genômica - Funcional e
- 
[Help Defeat Cancer](#)
 Cancer Institute of New Jersey



How are research projects selected?

- Researchers interested in running on World Community Grid fill out a proposal available on our website
- Projects selected must meet the following requirements:
 - Have a humanitarian focus
 - Be suitable for running on a volunteer grid
 - Commit to placing the results computed into the public domain



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World Community Grid Project Proposal

Please complete this form and return it to the email address below. Applications will only be accepted in the following formats: Microsoft® Word documents, pdf, odf, or ascii files. If you have any questions, please send your questions, along with your telephone number, to the email address below.
Submit to e-mail address: rfp@worldcommunitygrid.org

Project name: _____

Project short description: _____

Organization name: _____

Principal investigator: _____

Principal Investigator's e-mail address: _____

Principal Investigator's mail address: _____

Principal Investigator's telephones (office, fax, cell): _____

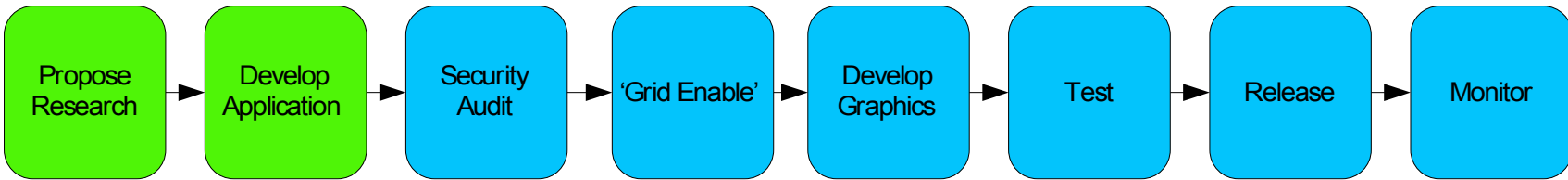
Date of submission: _____

Please write two project abstracts, one using layperson terminology and another for peer research scientists. Include a statement of the problem, the solution, how World Community Grid would accelerate progress, and how the project would help humanity and the world.

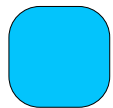
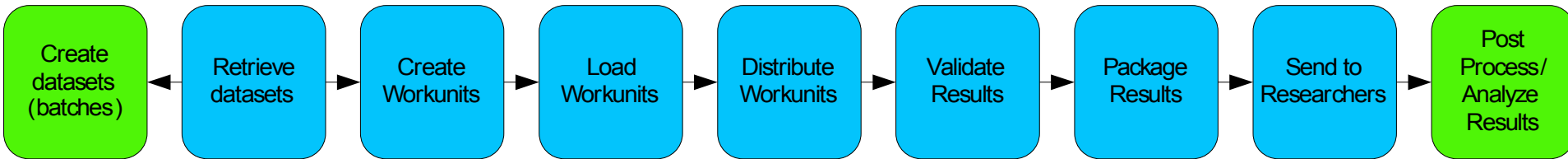
Abstract 1 (Scientific peer version):

What do the researchers do and what does World Community Grid do?

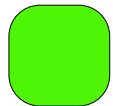
Applications



Data



World Community Grid Process



Research Process

User Statistics – October 20, 2009

- Total Members Ever Earned Credit: 484,072
- Total Devices Ever Earned Credit: 1,385,887

- Average Weekly New Members for 2009: 1,490
- Average Weekly New Hosts for 2009: 5,530

Member Recruitment

- On August 10th, a media article about our Help Fight Childhood Cancer ran on dailynews.yahoo.com.jp sent 4,054 visitors to World Community Grid (source Google Analytics)
- Of those 4,054 visitors, 618 registered (15%)
- Of those 618 who registered, 452 installed the software (73%)
- Of those 452 who installed the software, 433 returned a result (96%)
- Overall, 10.7% of those visiting World Community Grid due to the media article became active
- We would like to see a higher conversion rate. Even getting up to 12% would mean almost 200 additional new members a week

Member Recruitment - Website

- Old website design
- Focused on novelty of volunteer computing
- A lot of focus on the technology not as much on the research

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member name: password: [sign in](#)

> [forgot member name?](#) > [forgot password?](#) remember me:

HOME ABOUT US RESEARCH FORUMS STATISTICS MY GRID Select Language [HELP](#)

You can help change the world
Join [World Community Grid](#) today to contribute to projects that benefit humanity

Who We Are



- > [Members](#)
- > [Partners](#)
- > [Watch Videos](#)

How You Can Help



- > [Become a Member](#)
- > [Submit a Proposal](#)
- > [Tell a Friend](#)
- > [Spread the Word](#)

[download now](#)

SUBMIT RESEARCH

World Community Grid's Advisory Board is looking for new research projects that can benefit from grid technology and have a positive impact on humanity.

[learn more](#)

What We Do

Exciting work is now under way on projects that hold tremendous potential to benefit humanity.

- > [Help Cure Muscular Dystrophy - Phase 2](#)
- > [Influenza Antiviral Drug Search](#)
- > [Help Fight Childhood Cancer](#)
- > [The Clean Energy Project](#)
- > [Nutritious Rice for the World](#)
- > [Help Conquer Cancer](#)
- > [Human Proteome Folding - Phase 2 Project](#)
- > [FightAIDS@Home Project](#)
- > [How Grid Computing Works](#)

What's New

World Community Grid would like to spotlight the following 5 members for gaining the most points yesterday:

> 1. MakeCuresHappen	5,990,745
> 2. marist college	4,592,515
> 3. IBM	3,139,957
> 4. RIT-ITS	2,863,090
> 5. neu-innova	2,607,685

KIDS WANT TO KNOW THE GRID

What is it?
Click to find out at [TryScience.org](#)

[try science ... home](#)

POWERED BY  

Member Recruitment - Website

- New website design
- Primary message: Together we can do valuable research
- Emphasis on the research projects and the contribution the person visiting the page can make
- Released on Oct 14, 2009 – waiting to see the impact

Member Name > [Forgot Member Name?](#) > [Forgot password?](#) Remember me: [Sign In](#)

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We're helping fight childhood cancer.

What are you doing?

Why not donate your unused computer time to World Community Grid and the Help Fight Childhood Cancer project to help find drugs to disable proteins associated with the most frequently occurring solid tumors in children? >

[Learn More](#)

[Join Today!](#)

It's simple, secure, and you can contribute for free.

[HOME](#) [ABOUT US](#) [RESEARCH](#) [FORUMS](#) [STATISTICS](#) [MY GRID](#) [SELECT LANGUAGE](#)

HELP

Tell A Friend

Help accelerate humanitarian research even further by [telling your friends](#) about World Community Grid.

Who We Are

World Community Grid brings together people from across the globe who donate their idle computer time to create the largest volunteer computing grid benefiting humanity. Our work is built on the belief that technological innovation combined with visionary scientific research and large-scale volunteerism can help make the planet smarter. Our success depends on individuals - like you - collectively contributing their unused computer time to this not-for-profit endeavor.

How You Can Help

Donate the power of your computer when it is turned on, but is idle, to projects that benefit humanity! We provide the secure software and system that does it all for free, and you become part of a community that is helping to change the world. Once you install the software, you will be participating in World Community Grid. It's that simple! Just click the "Join Today" button below.

[Join Today!](#)

[View Additional Videos](#)

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BOINC **world community grid.**

Member Recruitment – Emails

- Complete Your Registration Email
 - If a member registers but doesn't register a computer within 3 days of registering, then we send them an email message letting them know that they are not participating and that they have one more step to complete.
- No Results Email
 - If a member registers but doesn't complete a result within 21 days of registering, we send them an email message letting them know that and offer some advice and links to more information.
- Stats for Emails Sent in 2009:
 - 1,910 members (out of 7,083) became active after receiving only 'Complete your Registration'
 - 1,453 members (out of 10,103) became active after receiving only 'No Results'
 - 815 members (out of 16,022) became active after receiving both

Member Recruitment – Emails

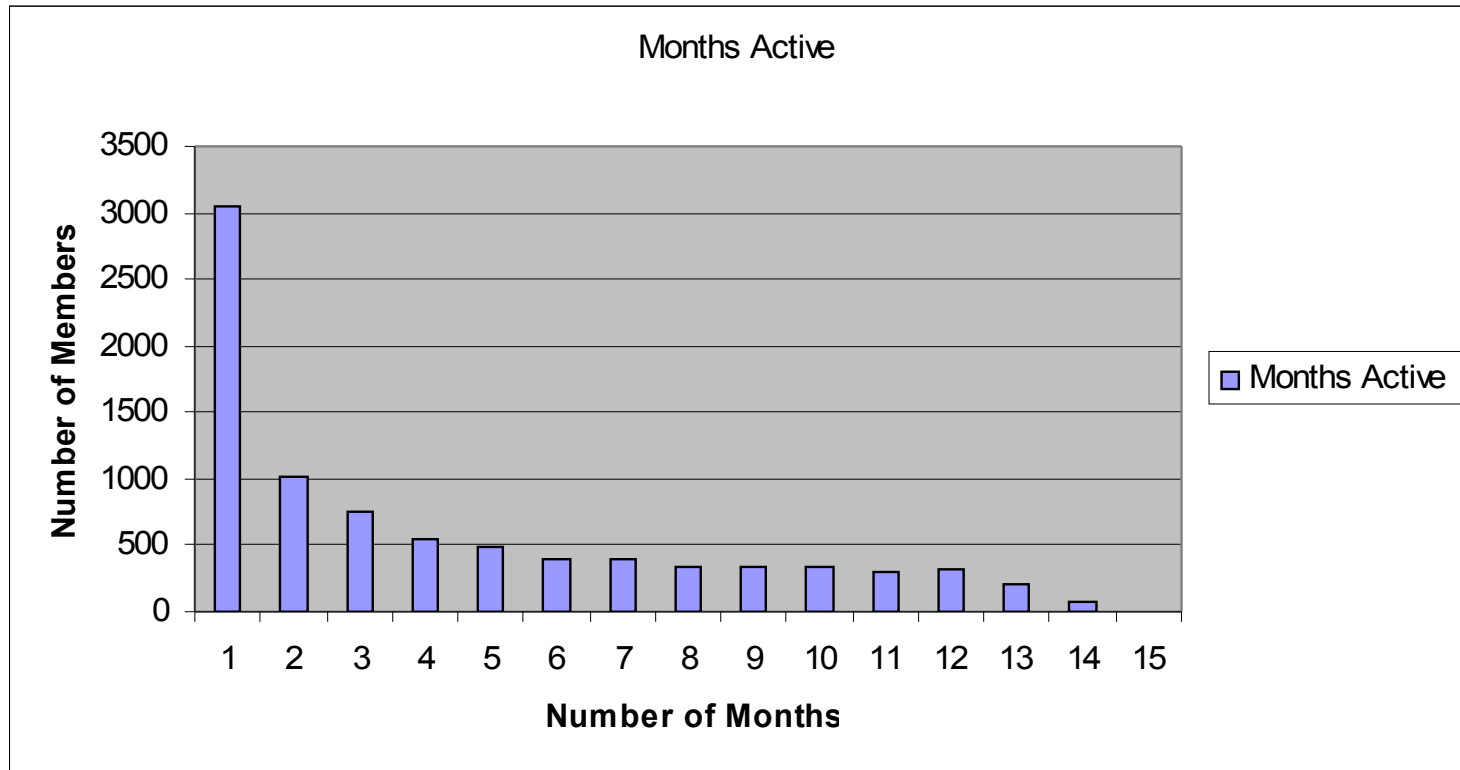
- Thank You Email
 - Sent when a member earns their first credit
 - We have sent 49,277 of these emails so far this year
- Members like be acknowledged – even if by an automated email. We have received many positive responses to these emails.

Member Recruitment – Slow Hosts

- We currently have 6,457 hosts that:
 - Have been attached for at least three weeks
 - Have made a schedule request in the past four days
 - Have no credit awarded
 - Have a result ‘in progress’, ‘no reply’ or ‘too late’
- These are computers that have BOINC installed, are communicating with our server but are not contributing enough time to finish results by the deadline
- Currently our work units are roughly fixed sized. We plan to have some projects that have a range of sizes. The scheduler will then perform matchmaking to give these slow hosts smaller workunits that they can complete on time.

Member Retention

- Members returning their first result between 12 and 15 months ago: 12,313
- Number of those members still active: 3,717 (30%)
- Length of participation for those no longer active:



Member Retention – No results in past 60 days email

- When a member who was contribution doesn't return a result in 60 days, we send them an email letting them know and some information about how to re-join or change their preferences
- We have sent 66,225 of these emails this year
- 19,298 members resumed participation after receiving the email (29%)

Member Retention – Mass Emails

- We periodically send a newsletter to our members that contains multiple articles about the research projects, website and other information
- We also periodically send out short messages to announce a new project launch or the completion of a project or project phase
- Our last mass email in August about the completion of Discovering Dengue Drugs – Together Phase I. During the week that followed we had 650 members who had stopped returning results, resume sending work

Member Retention – Better communication

- We want to improve our communications with the members:
 - Automate delivery
 - Available in multiple forms
 - Timely
- “News and Updates”
 - Similar to the ‘News’ on standard BOINC sites
- Released Oct 14th

News & Updates

[RSS](#)

Search Options

The news items shown only include the category and tags you've selected.

Category

Tags

- Publications and Presentations
- Project Event
- Partner

- Project Update
- Website
- Video and Media

Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) ... [11](#) [Last](#) >

22 Oct 2009 – [Volunteering Computers for Science - Wall Street Journal Article](#)

Users Make Their Home PCs Available to Chase Medical Breakthroughs

Tags: Video and Media

14 Oct 2009 – [World Community Grid Website Enhancements](#)

Today we are pleased to announce that we have released a new version of the World Community Grid website.

Tags: Website

12 Oct 2009 – [End of The Clean Energy Phase 1 Project](#)

The last of the work units for CEP1 have been run, returned, and validated

Tags: Project Update , Project Event

22 Sep 2009 – [Improvements to Statistics process](#)

Tags: Website

Member Retention – Better communication (future)

- Email
 - Automated email with content they are interested in delivered on a schedule of their choosing



World Community Grid News for Sept 12 through Sept 19, 2009

Thank you The Aspens!

Here is your personal news items for Sept 12, 2009 through Sept 19, 2009.

- Sept 19, 2009. Researchers from the Help Cure Muscular Dystrophy - Phase 1 project publish paper on the accomplishments of the project in the Journal of Grid Computing.
> [Read More](#)
- Sept 16, 2009. You earned your Emerald Badge on the Influenza Antiviral Drug Search project. Congratulations!
> [View your badges](#)
- Sept 15, 2009. Researchers from the Nutritious Rice for the World project provide an update on the progress of the project.
> [Read More](#)
- Sept 14, 2009. Your team finished 12th in the 'First Race of the Fall' challenge
> [See the final results](#)

Quick Links

- > [Change Personal News Settings](#)
- > [Global Statistics](#)
- > [About Us](#)

Personal Statistics

Registered: February 05, 2006

Member Retention – Better communication (future)

- Facebook



Kevin Reed just earned his ruby badge for contributing over 180 days of computer time to the Influenza Antiviral Drug Search project at World Community Grid



about a minute ago · Comment · Like · Share



World Community Grid (Test) World Community Grid launched The Clean Energy Project today!

www.worldcommunitygrid.org

Source: www.worldcommunitygrid.org

2 minutes ago · Comment · Like · Share

Summary

- Emails can be very helpful to help members become active
- Emails can be very helpful to bring members back when they leave
- Communications to members is a good thing
- We have work left to do:
 - Reduce the number of people that leave shortly after joining
 - Enable slow computers or computers that aren't for very long to be able to contribute
 - Shift our communications from only email to a variety of formats to reach out to users where they are

Questions?